



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

SunSentinel
MEDIA GROUP

OUR MISSION STATEMENT

For over a century the Sun Sentinel has been the leading credible news, information and advertising source for our communities. We remain the area's #1 news source, connecting our advertisers with more than 1 million South Floridians weekly through our family of products. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

INSIDE

COMPANY OVERVIEW	3	About Us And What We Do
MARKET	4	Our Coverage Area
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OUR UNIQUE POSITION



32M
UV's/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 8.4M readers weekly.

No. 1
Local Media

TRUSTED LOCAL CONNECTION
We create and distribute content connecting consumers and businesses.

KPI
& ROI Focus

STRATEGIC MARKETING ARM
We develop and execute comprehensive marketing programs.

LEVERAGING OUR REACH,
QUALITY & SCALE TO DELIVER
BETTER RESULTS



NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS

THE MARKET IS BOOMING!

1 Million

Snowbirds flock
to Florida each
year

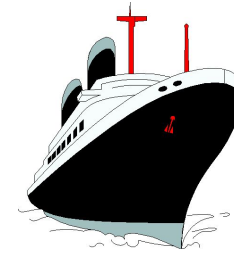


**#1 State to
Move to**
1,000 new residents
a day



**7 Fortune 500
Companies**

headquartered here due to
Pro-Business policies, costs and
streamlined regulatory
environment



#2 & #3

Cruise Ports
in the World

#1 Cape Canaveral
#2 Port of Miami
#3 Port Everglades
(Fort Lauderdale)

**40 Million
Tourists**

visit South Florida
annually



South Florida is
**Larger than
35 States**
7 million people
(2 DMAs)

West Palm Beach-
Indian River DMA

Miami-
Ft. Laud. DMA

Home to
5 Pro Sports Teams



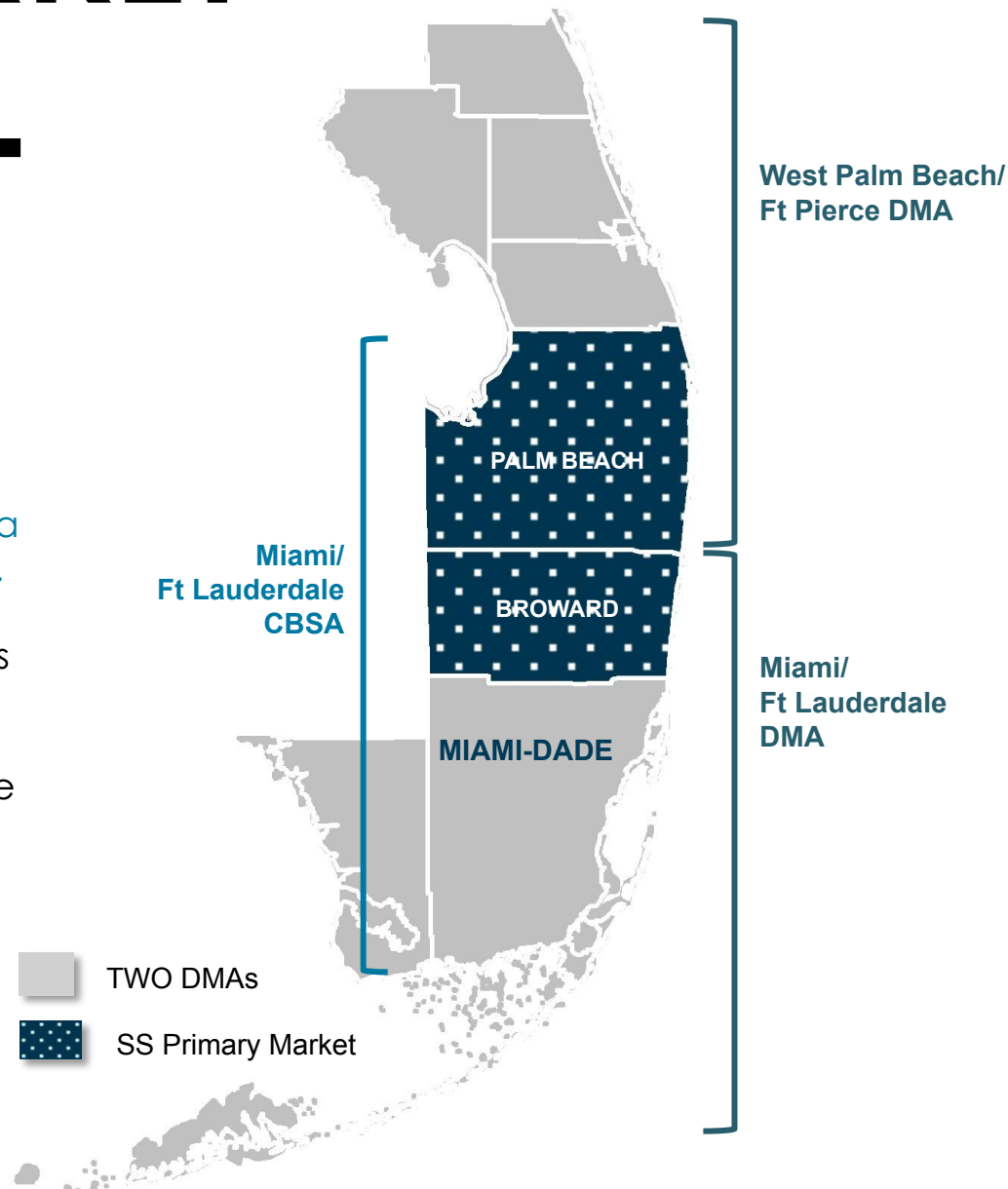
**7 Local Public
Colleges & Universities**
& hundreds of private institutions
including University of Miami &
NOVA Southeastern

HIGH MARKET POTENTIAL

A Desirable Audience

South Florida includes two of the nation's largest and fastest growing markets. [Sun Sentinel](#), Florida's 2nd largest newspaper behind the Tampa Tribune, and the largest in South Florida is located in the heart of South Florida.

Sun Sentinel's primary market straddles the two South Florida DMAs encompassing Broward and Palm Beach counties, the two most lucrative counties in South Florida – with more wealth, more buying power.



7M

PEOPLE in 2 DMAs

17TH

LARGEST DMA (MIA)
WPB DMA 40th

8TH

LARGEST CBSA IN U.S. &
LARGEST IN FLORIDA

3RD

LARGEST DMA FOR
HISPANICS*
7TH FASTEST GROWING DMA
BY TOTAL HISPANIC CHANGE**

Source: Claritas, 2023 *Based on Hispanic HHs.

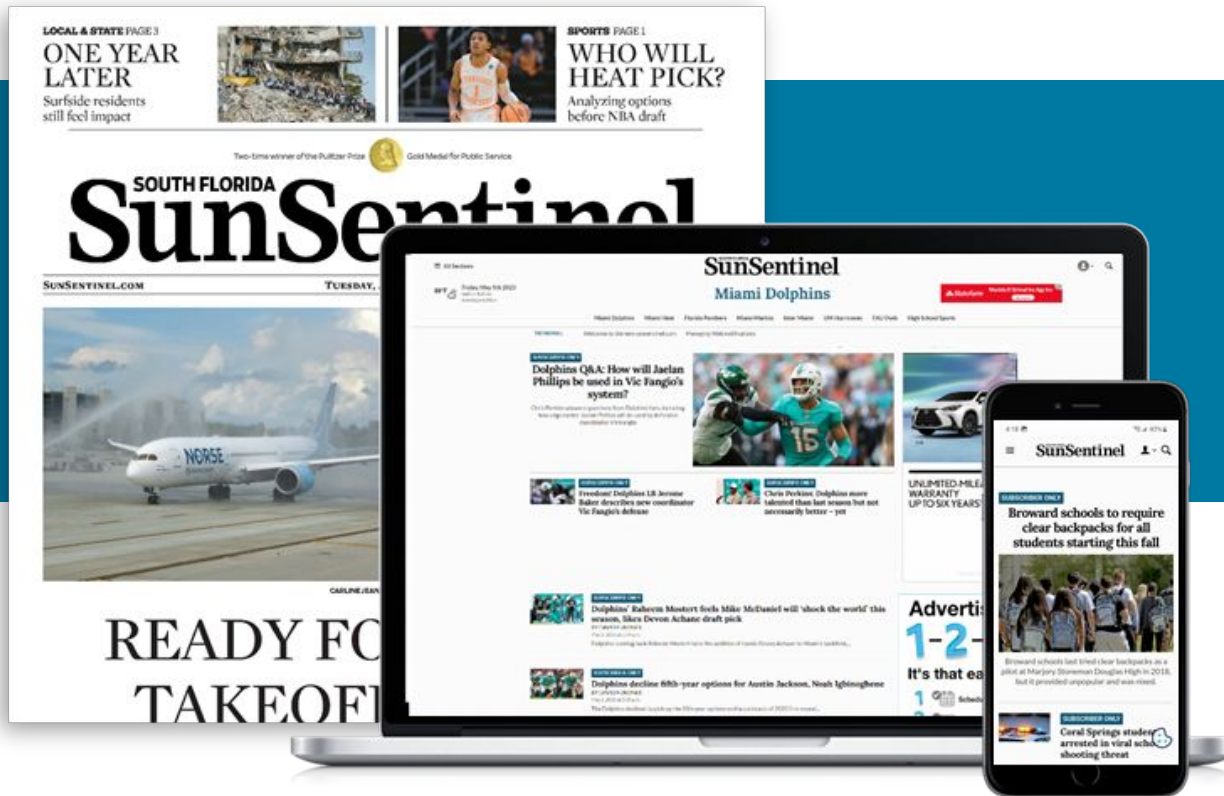
**Growth based on 2020 to 2023

LOCAL MASS REACH

775K WEEKLY READERS IN
PRINT/ONLINE

NO.1 LOCAL DAILY
NEWSPAPER & NEWS SITE
IN PRIMARY MARKET
AREA

22% WEEKLY NET REACH*
IN PRINT AND/OR
ONLINE WEEKLY



Source: Scarborough 2023, R1. Total reach includes West Palm Beach and Miami/Ft. Lauderdale DMAs. Primary market area includes Broward & Palm Beach counties.

*Weekly net reach in primary market area includes Broward & Palm Beach counties



OUR AUDIENCE

WE REACH A QUALIFIED AUDIENCE OF UPSCALE,
EDUCATED ADULTS WITH DISCRETIONARY INCOME

SUN SENTINEL DEMOGRAPHICS

READ IN PRINT OR ONLINE IN THE PAST 7 DAYS

\$104,100

avg. household income
(\$15,000 Higher Than
Mkt. Avg.)

49

average age
(on Par with Mkt. Avg.)

40%

college graduates
(Index 132)

67%

homeowners
(Index 110)

39%

household income
\$100K+
(Index 127)

39%

Age 25 - 44
(Index 123)

MULTIMEDIA

INTEGRATED SOLUTIONS

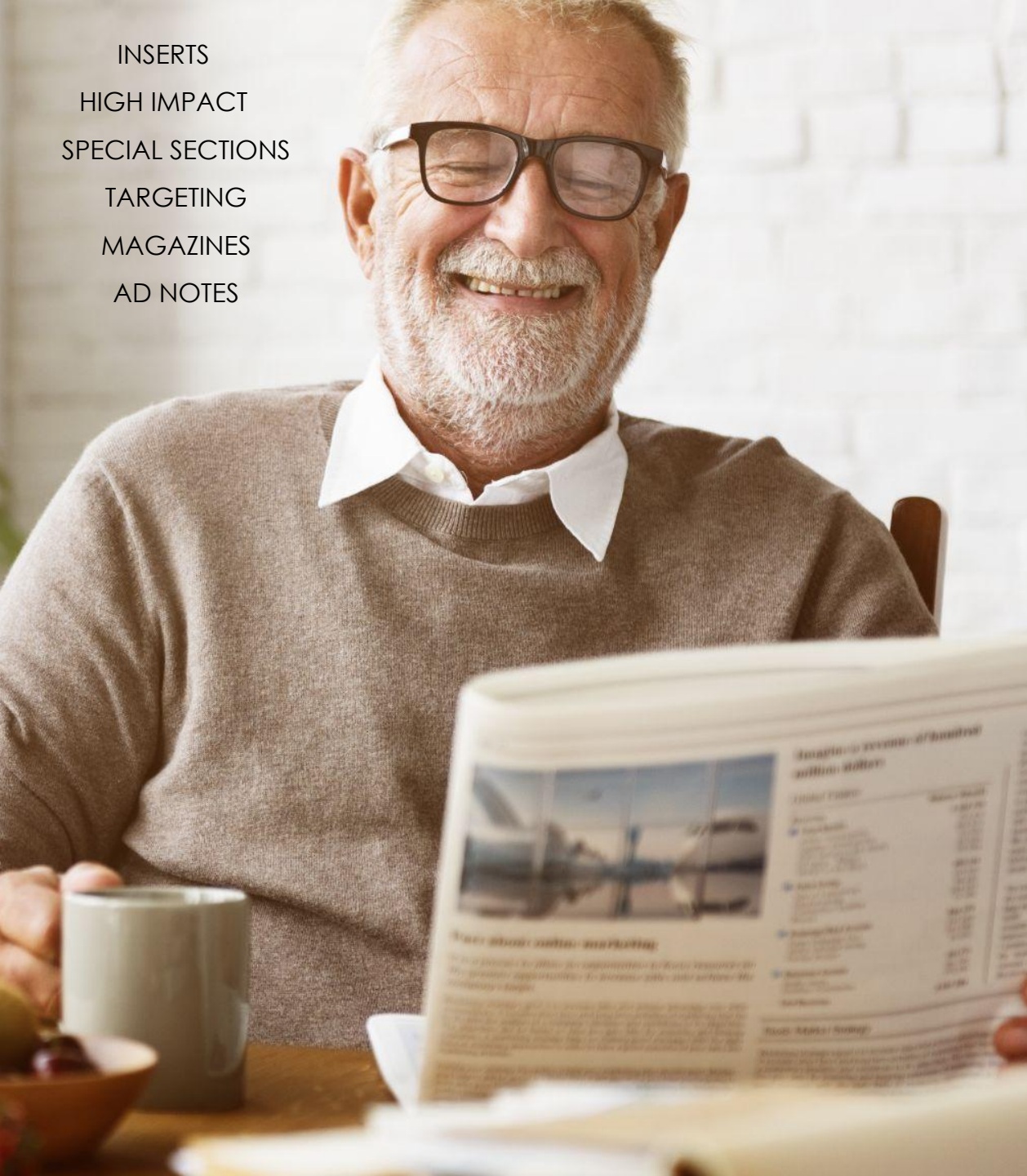
WHAT WE OFFER

The variety and depth of our media capabilities enables us to develop more strategic solutions to maximize your investment.



REACHING ANYONE, ANYWHERE, ANYTIME

INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING
MAGAZINES
AD NOTES



SUN SENTINEL

PRINT READERS

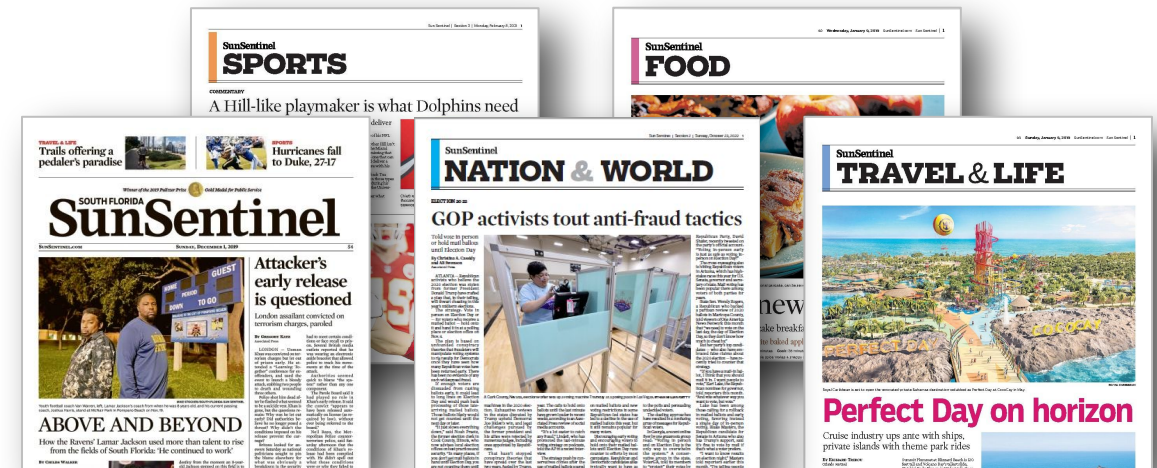
REACHING 520K/WEEK

241K

Daily Readers
(includes print & e-edition)

321K

Sunday Readers
(includes print & e-edition)



NO. 1 SOUTH FLORIDA'S LARGEST CIRCULATED DAILY NEWSPAPER

Note: Print readership includes Miami & West Palm Beach DMAs and includes E-newspaper.
Source: AAM News Media Statement 3/31/23; Scarborough 2023, R1.

INSERTS: A STEP ABOVE

SUN SENTINEL

Wednesdays & Sundays

Subscribers & Single Copy



71% of NEWSPAPER INSERT READERS
ACT ON THE ADVERTISING MESSAGE

TWO-THIRDS OF READERS **REMEMBER**
ADS FROM NEWSPAPER INSERTS

Source: Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).



INSERTS: A STEP ABOVE

SUN SENTINEL

Wednesdays & Sundays

Subscribers & Single Copy



Full Run



Zoned Pubs

71% of NEWSPAPER INSERT READERS
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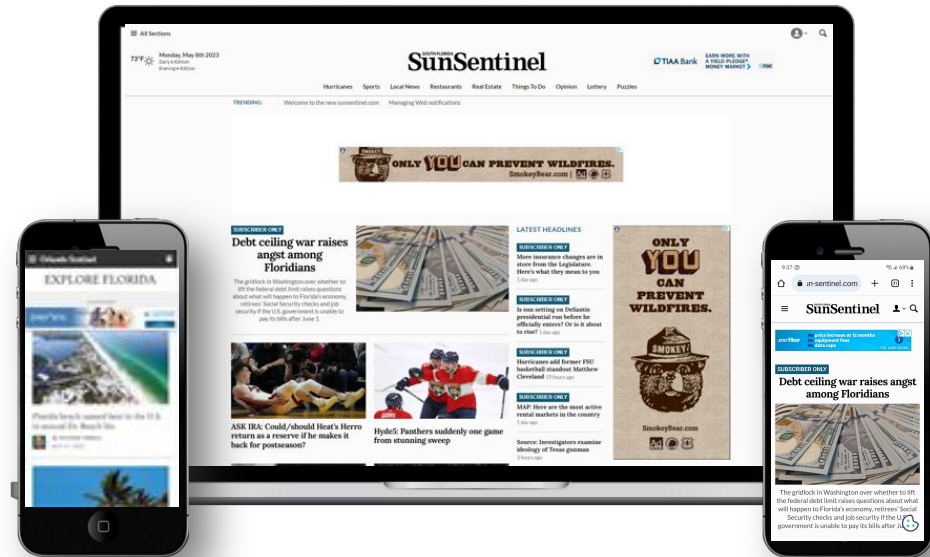


ONLINE READERS

6.7M
PAGE VIEWS/MO

3.1M
UNIQUE VISITORS/MO

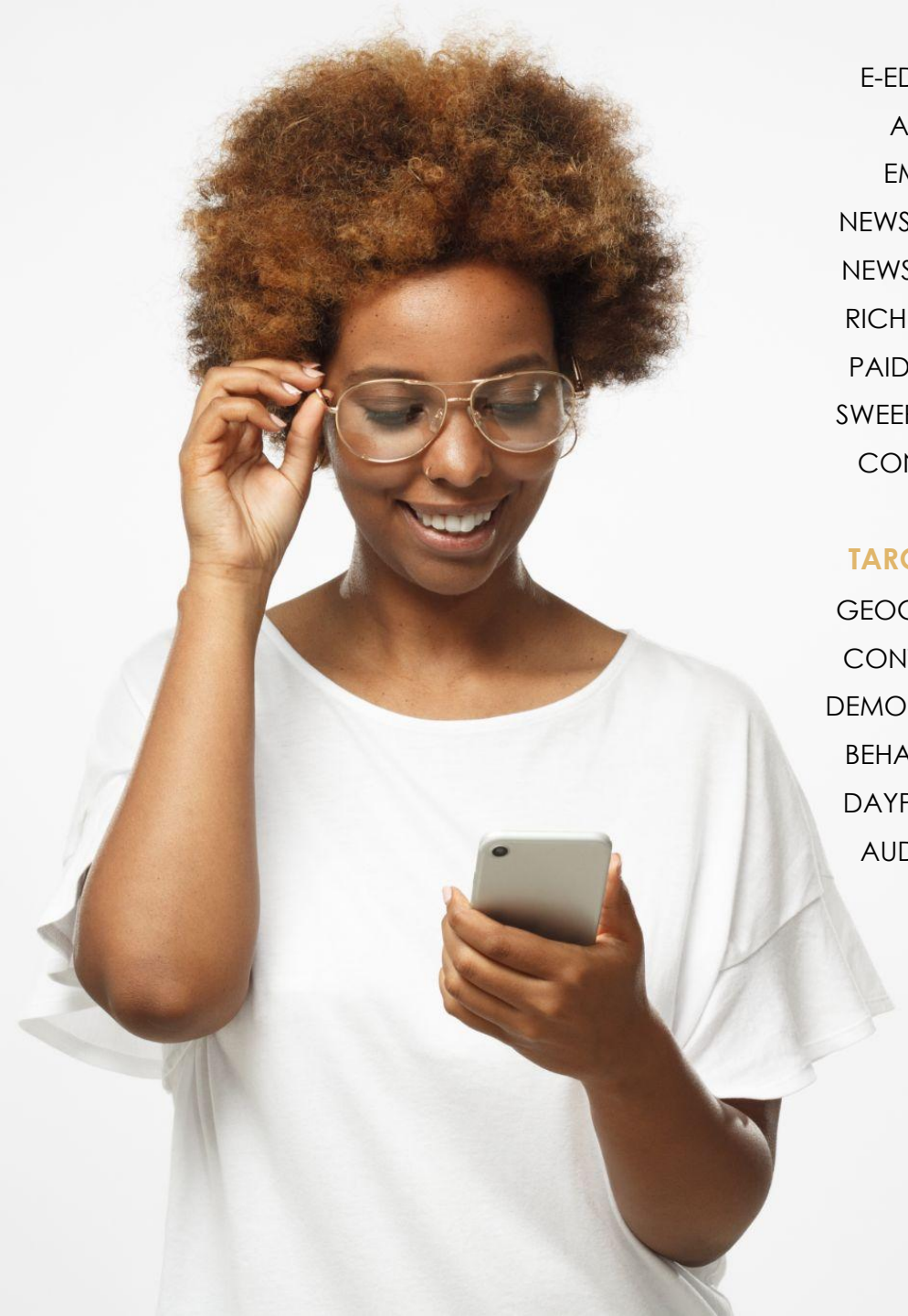
[SunSentinel.com](https://www.sun-sentinel.com)



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET*

E-EDITION
APPS
EMAIL
NEWSLETTERS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



HIGH IMPACT RICH MEDIA

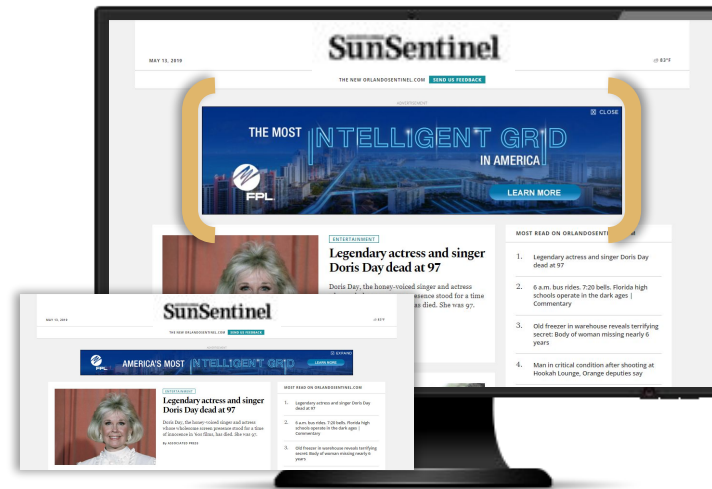
LIGHTHOUSE STORY LEVEL



Light House Rich Media

With prominent positioning and the ability to target, the lighthouse ad is the first thing a consumer sees on story-level pages.

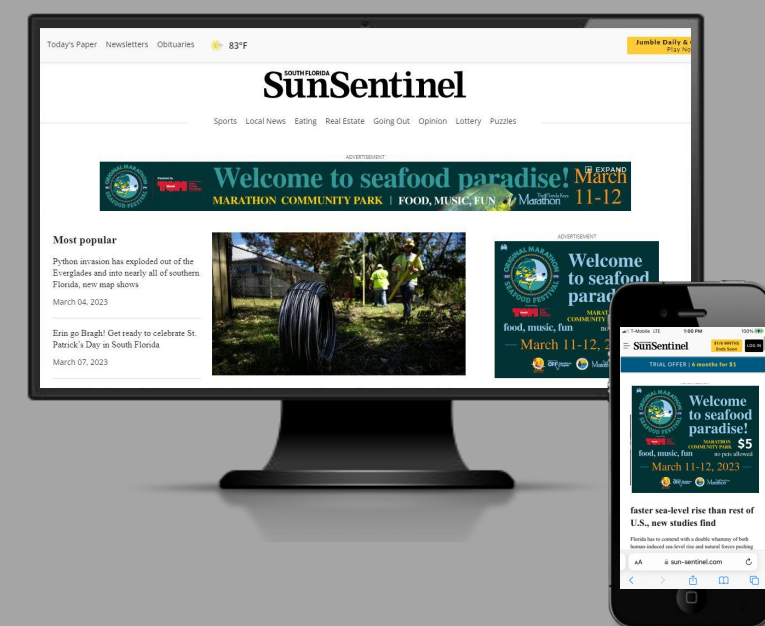
BILLBOARD HOMEPAGE & SECTION FRONTS



Billboard Rich Media

This fixed position is an over-sized ad unit that can be manually collapsed by the user.

TAKEOVER HOMEPAGE & SECTION FRONTS



Take over the entire home page or section front. Own all ad units.

**HOME PAGE
AVG. DAILY TRAFFIC**

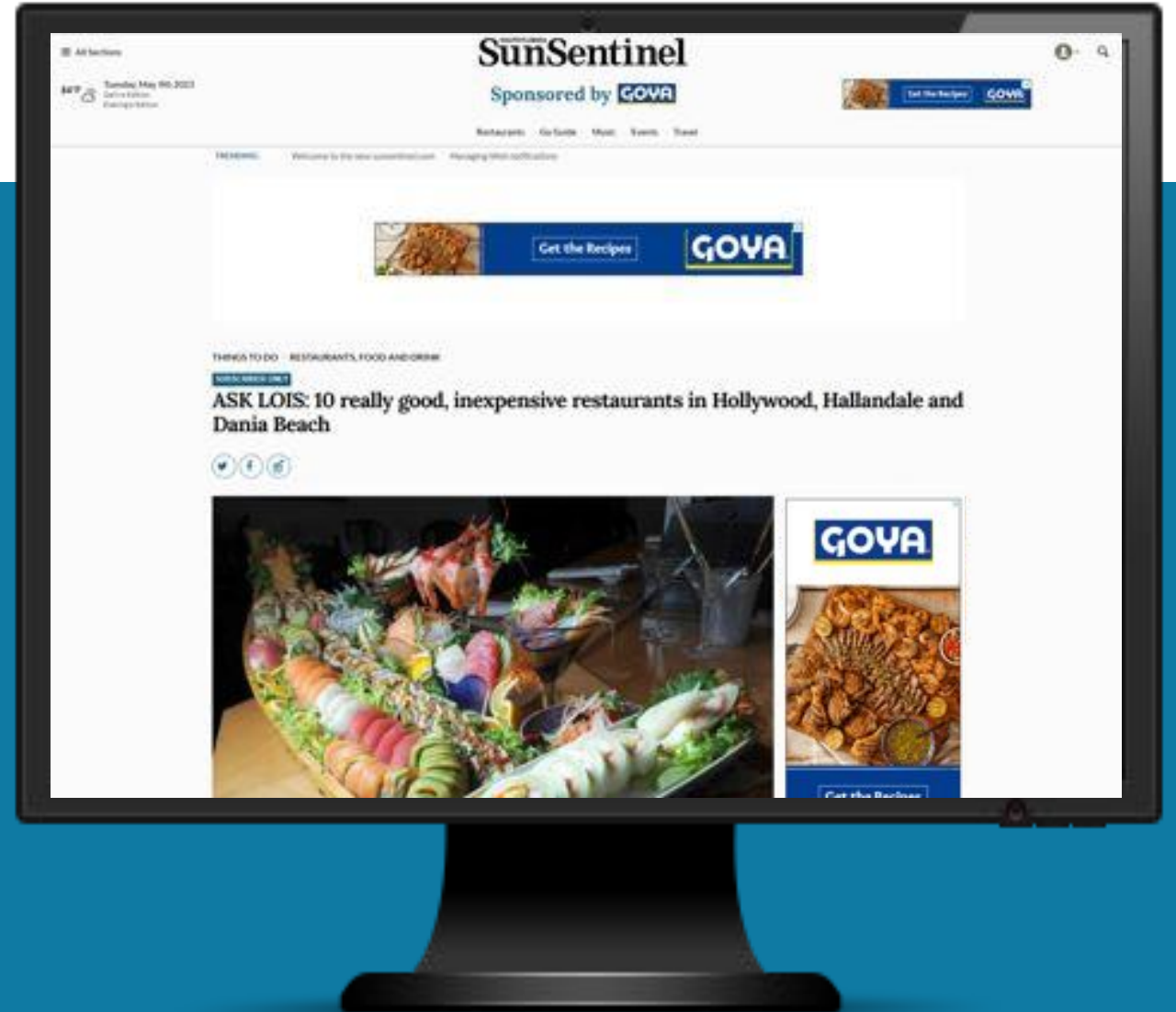
PAGE VIEWS: 27,400
UNIQUE VISITORS: 6,800

CUSTOM CHANNEL SPONSORSHIPS

ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with the interests and passions of our readers by aligning with our trusted News, Sports, Travel and Entertainment content, including:

- Travel
- Schools & Parenting
- Miami Dolphins
- Miami Heat
- High School Sports
- Miami Hurricanes
- Weather



E-EDITION

REACH SOME OF OUR MOST LOYAL,
LOCAL & ENGAGED READERS

LOCAL READERSHIP UP **90%**
in past 3 years

[Sun Sentinel E-Edition](#)



LOYAL

16M

MONTHLY
PAGE VIEWS

96K

MONTHLY
UNIQUE VISITORS

LOCAL

59%

OF PAGE VIEWS ARE
FROM THE SOUTH FLORIDA 2 DMAS,
AND **67%** ARE FROM **FLORIDA**

ENGAGED

14

MINUTES
SPENT

71%

OF VIEWS ON
TABLET/DESKTOP

SunSentinel

Morning Update

Monday, July 10, 2023

YOUR AD HERE

Powered by  >

Dave Hyde: Marlins keep winning to go into All-Star break as the surprise of baseball



After beating Philadelphia, Marlins post second-best record at this point in franchise history

[Read more →](#)

We asked experts: What are the best ways to navigate insurance if a storm smashes your home?



There's no one-size-fit-all recommendation for the best way to file a property insurance claim. But here's what experts say you can expect, and when it's time to consult an attorney or public adjuster.

[Read more →](#)

YOUR AD HERE

Powered by  >

Palm Beach woman, 23, killed in hit-and-run, police say



Criminal charges are pending

E-NEWSLETTERS

Connect with a digital audience of engaged readers who have asked to receive updates on topics that interest them most. Daily and weekly newsletters are delivered directly to the in-boxes of SunSentinel.com subscribers. **Plus, many of our newsletters are boosted to a targeted audience of non-subscribers to increase your reach.** Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

DAILY E-NEWSLETTERS

MORNING UPDATE

(Monday - Sunday)

Start your day with the top stories in South Florida.

Subscribers: 21,900

BREAKING NEWS/DON'T MISS

(Monday - Sunday)

Be the first to know, with email alerts on important breaking news and stories you don't want to miss.

Subscribers: 72,000

WEEKLY E-NEWSLETTERS

THE WEEKENDER

Get a roundup of the best events and things to do in South Florida so you can make it an epic weekend

+ Boosted with 100K Email Delivery.

FAMILIES AND SAVINGS

Get deals to help you save and information for South Florida parents and families.

+ Boosted with 100K Email Delivery

TRENDING WEEKLY

Get a quick-read digest of the stories that were of most interest to South Floridians this week.

Subscribers: 45,500

THE POWER LUNCH

A lunch-hour look at what's trending in Florida politics.

+ Boosted with 100K Email Delivery

THE HEALTH REPORT

The latest health news, fitness science and nutritional updates to help you live longer and better.

+ Boosted with 100K Email Delivery

MIAMI DOLPHINS

(THE FINS FLASH)

Get updates on the Miami Dolphins, with insider info and analysis from our staff writers.

+ Boosted with 100K Email Delivery

MIAMI HEAT SOURCE

See what's buzzing about the Miami Heat, including game analysis, roster changes and more inside info.

+ Boosted with 100K Email Delivery

MIAMI HURRICANES

(THE U REPORT)

Keep your eye on Hurricanes football, basketball and more throughout the yr.

+ Boosted with 100K Email Delivery

ESSENTIAL SOUTH FLORIDA

What every South Floridian – newcomer or native – should know. Get insider tips, information and happenings.

+ Boosted with 100K Email Delivery

THE EAT BEAT

Dining out, cooking in and all the South Florida restaurant news and information you need.

+ Boosted with 100K Email Delivery

EXPLORE FLORIDA & THE CARIBBEAN

For South Floridians who love to get away, near and far. Tips and ideas for exploring the region and beyond.

+ Boosted with 100K Email Delivery



FLORIDA JEWISH JOURNAL

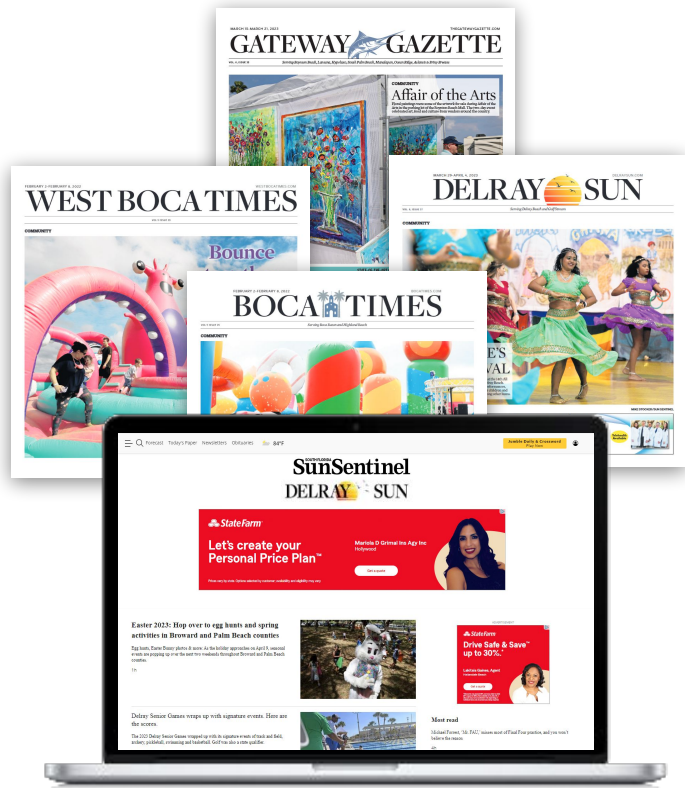
For news that matters about our Jewish communities in Florida and around the world.

+ Boosted with 100K Email Delivery

SOUTH FLORIDA COMMUNITY NEWS

YOUR COMMUNITY, YOUR NEWS

Our 4 Palm Beach community publications are hyper-local in nature, bringing to readers the most comprehensive neighborhood news, including city government coverage, crime and safety, business and real estate, schools and worship, sports, events, opinion, and spotlights on people to know and places to go. These weekly publications are included in the Sunday edition of the Sun Sentinel, go to non-subscribers Wednesdays and have a companion website at sflcommunitynews.com.



Gateway Gazette

Serving Boynton Beach, Lantana, Hypoluxo, Manalapan
Zips: 33426, 33435, 33436, 33437, 33462, 33472, 33473

Delray Sun

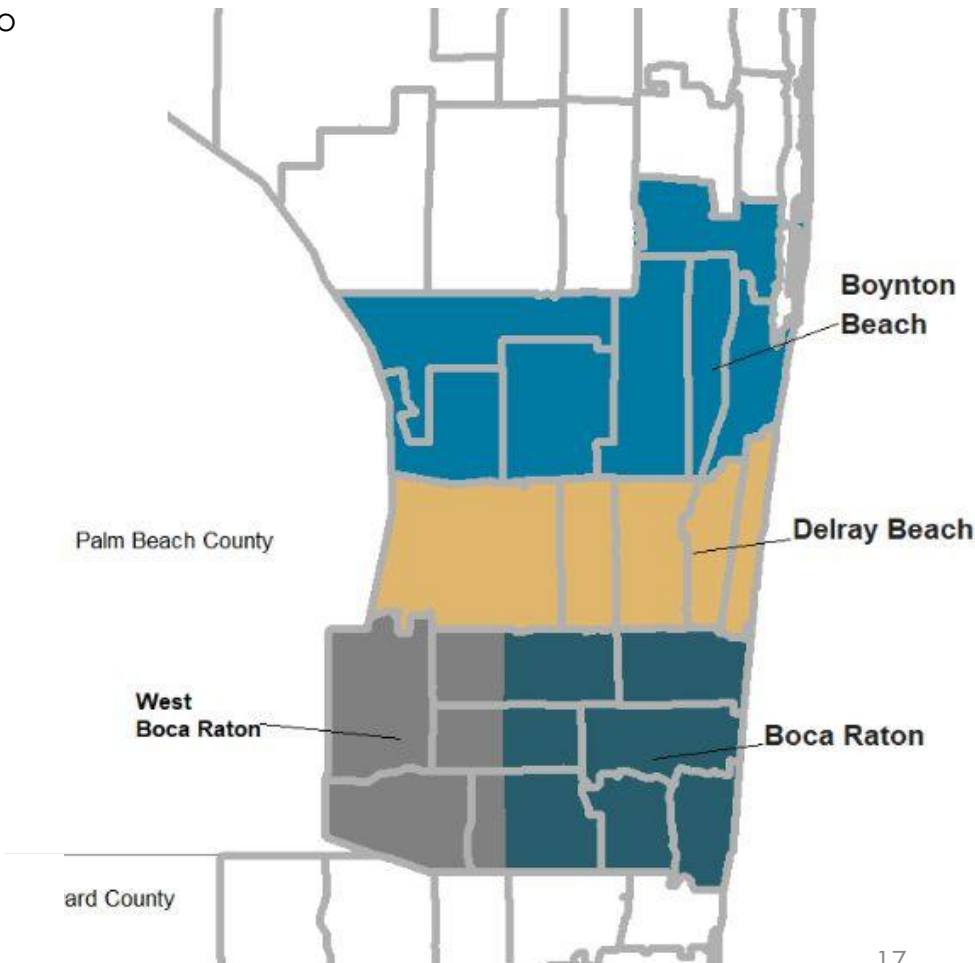
Serving Delray Beach, Gulf Stream, West Delray Beach
Zips: 33444, 33445, 33446, 33483, 33484

West Boca Times

Serving West Boca Raton
Zips: 33428, 33433, 33434, 33496, 33498

Boca Times

Serving Boca Raton, Highland Beach
Zips: 33431, 33432, 33433, 33434, 33486, 33487, 33496



JEWISH JOURNAL

REACH THE JEWISH COMMUNITY

The **Jewish Journal**, the country's largest Jewish weekly publication, serves up local, national and international news, opinion, features, faith and events to South Florida's vibrant Jewish community.



Both online at **FloridaJewishJournal.com** and in four local print zoned editions with a distribution of 96,000 in Palm Beach, Broward and Miami-Dade Counties.

CITY & SHORE

SOUTH FLORIDA'S LEADING LUXURY LIFESTYLE MAGAZINE



35K

Copies/Issue

6

Times Per Year



Plus 2

Prime Sections

60K

Copies/Issue

City & Shore Magazine delivers dynamic, upscale, socially active readers with a rich, fashion savvy and glamorous lifestyle.

Containing a rich blend of editorial, full color photography and enticing advertising, **City & Shore Magazine** includes regular features such as fashion, home design, **TRAVEL**, financial, real estate, dining, arts and culture, society, health, automotive and entertainment.

2023 City & Shore Calendar*

- January – 23 Reasons Why We Love Being In South Florida (Fun Things To Do)
- February – The Luxury Issue
- March – PRIME The Fine Life After 50
- April – The Home & Design Issue
- May – Explore Florida (E-Edition)
- June – The Summer Issue
- September – The Food, Wine & Spirit Issue
- October – PRIME The Arts Issue
- October – Explore Florida (E-Edition)
- November – The Holiday Issue

SUN SENTINEL 2023 EVENTS

MAKE THE MOST OF LIFE AT ANY AGE!



APRIL 15, 2023 & NOVEMBER 5, 2023

South Florida's premier active-adult and senior living planning event. PRIME offers individuals and families a, convenient, free comprehensive and interactive future planning resource.

1,500+ ATTENDEES



AUDIENCE SNAPSHOT

- Active & Health-Conscious Adults
- Adults 50+ & Seniors
- Children of Adults 65+

MAY 2023

Honoring and celebrating registered nurses throughout South Florida for making a difference in the lives of their patients, patient families and coworkers.

**IMMERSIVE
CONTENT EXPERIENCE**



AUDIENCE SNAPSHOT

- Healthcare Workers
- Community Business Leaders
- Professionals & Executives
- Local Families & Patients

MAY 3, 2023

This event is a celebration of the area's most elite employers who create excellence and employee engagement in the workplace. The competition culminates with an event that allows your business to meet and mingle with winners.

500+ ATTENDEES



AUDIENCE SNAPSHOT

- Professionals & Executives
- HR Professionals
- Community Leaders

OCTOBER 12, 2023

Join us as we go PINK all month long, We'll feature breast cancer awareness content throughout the month of October; beginning with our annual Life's Victories series that spotlights inspiring stories of local survivors. We'll wrap National Breast Cancer Awareness with an event on 10/12 featuring a keynote speaker, survivor stories & all things pink!

**IMMERSIVE
CONTENT EXPERIENCE
200+ ATTENDEES**



AUDIENCE SNAPSHOT

- Women 35+
- Healthy lifestyle enthusiasts
- Once in a lifetime exclusive experiences



THANK YOU

LET'S REACH MORE . . . TOGETHER

SunSentinel
MEDIA GROUP